

# TOP 5 Reasons Why Online Video Helps Your Business

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A FREE REPORT

OnlineLocalVideo.com



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## 1. Online video increases your search engine rankings.

- When you post a properly optimized video online, you're **53 times more likely to appear on Google Page 1** than with just a website.
- That's because **online video is a rising trend**, and not that many people are in the space yet.
- You might be competing against thousands of other websites for your key search terms, but only a handful of online videos.

### Here's a little experiment you can do right now.

Type the keywords that you want to be found for into Google.

See if any video comes up.

Google wants to return at least one video result for every search term, so if no video comes up for your keyword phrases, then you're looking at a wide open space where you could be if you only had a properly optimized video on YouTube.

Also, notice what draws your eye in the Google results.

### Where does your eye go?

Of course, it goes **to the image**, which is a thumbnail from, you guessed it, YouTube.

Your YouTube video could **make your content the first thing people want to click on when you appear in search results**.

## 2. Online video increases engagement on your website.

- On **websites with video**, the average viewer stays for **6 minutes**.
- On **websites WITHOUT video**, the average viewer stays for **only 57 seconds**.
- That **extra 5 minutes of engagement** can make all the difference between them clicking/calling/reading more, or clicking off your site.

## 3. Video helps you make a personal connection.

- Video is the **next best thing to meeting someone in person**.
- People like to do business with people they **know, like and trust**.
- Video helps you become that person your prospective clients know, like and trust, **faster and easier**.
- The kind of **personal connection** video creates is especially important for service providers, since what you're really selling is yourself.

And if you're afraid to be on camera, don't worry; it's going to turn out fine. People tend to like regular people instead of hired talent.

#### 4. Video accelerates the sales process.

- In a traditional sales process, your prospective client has to find you, and then meet you in person, then you close the sale, and then you get to do business with them.
- What if you could **take out several steps in that process?**
- How much time and effort would that save you?
- With online video, **your prospective clients can find you online because they're already searching for you there.**
- They can "meet" you online, and after they watch your video, they'll feel like they already know you and want to do business with you.

#### 5. Online video leverages your efforts.

##### 1. Online video leverages your time.

You do the work once, and then it keeps working for you, 24/7, with no ongoing effort from you.

What do you think would happen to your business if you were meeting hundreds of people every week?

Answer. Your business would explode, because it's a numbers game. The more people you meet, the more sales opportunities you have, the more you'll sell.

But who has time to meet hundreds of people every week? That's where online video is your new best friend.

Think what you could do with all the time you'll save. You could use that time to work on other areas of your business that you never seem to get to. Or you could spend more time with your family and friends, or it could even add up to being able to take off and travel and do all the things you always want to do.

##### 2. Create one asset but distribute it across multiple platforms.

The same video can appear on:

- *Website and/or Blog*
- *Facebook*
- *YouTube*
- *Google My Business Profile*
- *LinkedIn Profile*
- *Yelp*
- *Email Newsletter*

#### For More Information

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